



22ND ANNUAL
ECONOMIC
FORECAST CONFERENCE
SPOTLIGHT ON WORKFORCE

Thursday, January 27, 2022
BELL MEMORIAL UNION, CALIFORNIA STATE UNIVERSITY CHICO



2022 Conference Advisory Board

Thank you to our Advisory Board members
for their input, collaboration and inspiration.

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Jason Schwenkler, Executive Director
*North State Planning and Development Collective
California State University, Chico*

On behalf of the Center for Economic Development at California State University, Chico and our Conference Advisory Board, welcome to the 22nd Annual Economic Forecast Conference. Whether you're joining us in person on the Chico State campus, or are streaming in live from across the North State, we're so glad you've chosen to spend your day with us.

In shaping this year's agenda, our Advisory Board listened intently to feedback from our region. Loud and clear, the topic of Workforce rang through. Today's program brings forward some of the key issues facing our North State workforce, and shines light on a number of innovative programs happening throughout the region. Resiliency, infrastructure and policy all play a critical role in supporting a healthy workforce, and serve as a common thread uniting today's conversations.

We are pleased to announce our Keynote Luncheon Speaker, Dee Dee Myers, Director, Governors Office of Business and Economic Development (GoBIZ), and Ishmael Herrera, Director of Regional Stewardship for California Forward (CAFWD), who will share from the statewide perspective. Dr. Gayle Hutchinson, President, California State University, Chico will start our day with an update of the strategic priorities, commitments and vision for the University. Economist Dr. Robert Eyler will provide the Economic Forecast for the day, and representatives from throughout the region will share their insights during our various panels.

Again, we thank you for your participation in this year's event. Your continued active engagement and feedback helps us shape the direction of future conversations and events. I challenge each one of us to stay committed to the process. It is critical to the North State.

Sincerely,

Jason Schwenkler

Executive Director, North State Planning and Development Collective

P.S. Watch for details on our Spring Economic Summit, coming your way soon!

The Center for Economic Development is a department of the North State Planning and Development Collective at California State University, Chico. www.nspdc.csuchico.edu

FACILITATOR

Rachel Hatch

Rachel Hatch (@Rachelkeas) is Senior Program Officer for Community Vitality at The McConnell Foundation located in Redding, California. There, she is responsible for both grantmaking and investments related to downtown Redding revitalization. The McConnell Foundation funds in 5 far northern California counties (Shasta, Siskiyou, Trinity, Tehama & Modoc) and has a 31-year track record of “building better communities through philanthropy” by leveraging \$450M+ in assets in service of the North State. Prior to joining The McConnell Foundation in 2017, Rachel worked for 9 years at Institute for the Future, based in Palo Alto. As Research Director, she has leveraged foresight to help companies, government groups and philanthropic organizations to focus on trends and disruptions that are likely to influence communities in the next decade. State-wide, Rachel serves on the board of California Humanities, and is a graduate of Yale Divinity School, Trinity College Dublin, and St. Olaf College.



CAFWD UPDATE

Ish Herrera

Ismael D. Herrera, Jr. is CA FWD’s Director of Regional Stewardship. He is responsible for coordinating the collective impact activities of members of the California Stewardship Network (CSN) and to advance the policy initiatives of CA Fwd through the California Economic Summit.



AGENDA

- 9:00 am Welcome by Jason Schwenkler, Executive Director
North State Planning and Development Collective
Introduction of Facilitator
Rachel Hatch, McConnell Foundation
- 9:10 am Dr. Gayle Hutchinson, President
California State University, Chico
- 9:25 - 10:45 am Dr. Robert Eyler, Economist: 2022 Economic Forecast
followed by Q&A
- 11:00 am **BREAK**
- 11:15 - 11:30 am Ish Herrera, Director of Regional Stewardship, CAFWD
- 11:30 am Educating for our Future Workforce: A look at
Chico State's New Science Building
*Presented by Dr. David Hassenzahl, Dean of Natural Sciences,
California State University, Chico*
- 11:45 pm **BREAK**
- 12:30 pm Keynote Presentation
Presented by Explore Butte County & the 2022 Conference Advisory Board
FEATURING
Dee Dee Myers, Director, Governor's Office of Business
and Economic Development (GOBIZ)
- 1:00 - 2:15 pm Panel / Q&A: Workforce Innovation in Action
- 2:15 pm Q&A
- 2:30 pm **BREAK**
- 2:45 - 4:15 pm Panel: Best Practices & Successes
Across Industry Sectors
- 4:15 pm Q&A
- 4:30 pm Closing
Thank you for attending!

PRESENTERS



Dr. Gayle Hutchinson, President California State University, Chico Gayle E. Hutchinson has served as President of California State University, Chico since July 2016. An accomplished former professor and dean, she also held the position of provost and vice president for Academic Affairs at CSU, Channel Islands from 2013-2016. She is Chico State's 12th president and the first female president in the University's 134-year history.

Hutchinson has worked with the campus community to strengthen governance in a community focused on academic excellence, innovation, accountability, trust, transparency, and respect. She led the University through a strategic planning process, which resulted in three priorities: Equity, Diversity, and Inclusion; Civic and Global Engagement; and Resilient and Sustainable Systems. Hutchinson and her team are now implementing the Strategic Plan, Campus Physical Master Plan, and 2020 Climate Action and Resilience Plan. She also serves as the presidential liaison for the CSU Native American Initiative and on a number of other systemwide committees. She is a member of the NCAA Constitution Committee, the NCAA President's Council and Executive Committee.

Hutchinson began her higher education career at Chico State, joining the faculty as an assistant professor in the Department of Kinesiology in 1990. She taught for 17 years, earning tenure and the rank of full professor. She holds a BS in physical education teacher education from the University of Massachusetts, Amherst; an MA in teaching analysis and curriculum development from Teachers College, Columbia University; and an EdD in teacher education and staff development from University of Massachusetts, Amherst.



Economic Forecast: Dr. Robert Eyler, President Economic Forensics and Analytics

Dr. Robert Eyler, Ph.D is President and Head of Research at Economic Forensics and Analytics, and Dean of the School of Extended and International Education at Sonoma State University.

Dr. Eyler is Professor of Economics and Director of the Center for Regional Economic Analysis at Sonoma State University, where he has been teaching since 1995. He earned a Ph.D. from the University of California, Davis in 1998, and B.A. in Economics at CSU, Chico in 1992. Dr. Eyler also serves on the Board of Directors of Redwood Credit Union, a \$2.3 billion nonprofit financial cooperative and on the Board of Directors of SommSelect, a wine curation company. Dr. Eyler is the author of two books and several academic articles concerning economic sanctions, the economics of the wine industry, and monetary economics.

The first book, *Economic Sanctions: International Theory and Policy at Work* (2007), investigated the efficacy of using economic sanctions as a political tool and constructed a theoretical model using new open economy macroeconomic modeling to show that import sanctions are the most effective form of these political decisions. His most recent text, *Money and Banking: An International Text* (2009), is a college-level textbook for classes on central banking, financial institutions and markets, and banking as a business.

KEYNOTE SPEAKER

*Dee Dee Myers, Director
Governor's Office of Business and
Economic Development (GOBIZ)*



Dee Dee Myers is Senior Advisor to Governor Gavin Newsom and Director of the Governor's Office of Business and Economic Development. She brings more than three decades of experience in strategic communications, public affairs, corporate governance and social responsibility in both the public and private sectors.

Most recently, she served as Executive Vice President, Worldwide Corporate Communications and Public Affairs for Warner Bros. She was a member of the company's executive committee and advised the CEO on a wide range of issues.

Ms. Myers served as White House Press Secretary during President Bill Clinton's first term and was the first woman to hold the position. After leaving the White House, she worked as a political analyst, commentator and writer as well as a contributing editor to Vanity Fair. She is the author of The New York Times best-selling book "Why Women Should Rule the World" and served as a consultant on the Emmy Award-winning drama series "The West Wing."

Before joining the Clinton presidential campaign in 1991, Ms. Myers worked on a number of local, state and national campaigns. She served as press secretary for Dianne Feinstein in her 1990 bid for governor of California and worked on the presidential campaigns of Governor Michael S. Dukakis and Vice President Walter F. Mondale.

Myers also serves on Board of Directors of Wynn Resorts International, a publicly-traded Fortune 500 Company that develops and operates 5 Star integrated resorts in the United States and Macau. She also serves on the boards of the Smithsonian's National Museum of American History and the Mayor's Fund for Los Angeles. A graduate of Santa Clara University, she lives in Los Angeles with her husband, Todd S. Purdum and their children.

Panel 1: Workforce Innovation in Action



Matthew Gile, Founder & CEO, Emergent 3D

Over the last twenty years, Matthew has served in the business and non-profit world on projects and initiatives ranging from founding two real estate investment companies, to serving the Syrian refugees as a humanitarian in the Middle East, to serving as a commercial real estate broker and running university-level development programs, to managing the FEMA-funded, Carr Fire Disaster Case Management Program that helped 100's of families to recover and rebuild after the Carr Fire.

From his experience serving some of the most vulnerable in conflict zones and disaster recovery areas, Matthew decided to bring a solution to the housing crisis and founded Emergent 3D — a construction company that uses cutting-edge technology to 3D print beautiful, dignifying and affordable homes. He says, "In the 21st Century, with the technology and resources available, a global housing crisis should not exist. Emergent 3D creates homes in a fraction of the time of traditional construction, so everyone has the opportunity to live in a beautiful, safe, dignifying and affordable place called home."

Don Ajamian, Co-Owner & COO, Emergent 3D

Don became a licensed general contractor in 1990. The first 14 years of Don's business operations focused on commercial and residential framing. Don founded and managed a company that completed commercial framing projects all over Northern California and Southern Oregon. During this time the company ranks swelled to over 100 employees. In 2004, Don decided to focus his energies on general contracting and developing, and Don Ajamian Construction, Inc. was founded. Since 2004, he has completed numerous commercial and residential projects including custom homes, multi-unit developments and church facilities. The management skills acquired while managing the large framing company, coupled with his father's sense of personal ethics has uniquely shaped Don as a leader in the local construction industry. A 30-year member and 10-year Board member of the Shasta Builders' Exchange, Don has always felt a responsibility to "give back" to the industry that has given him so much. Don has done building projects all over California and Oregon.



Jerry Uhland, Founder and President, CalPlant I, LLC

Jerry has been involved in the California rice industry for over 40 years and for the past 25 years has been the driving force behind the CalPlant project in Willows. In the 1980s, Jerry developed a trade-secret process for gelatinizing starch in cereal grains and a first-of-its kind food processing and packaging plant operates today using this technology. He applied a similar science as an inventor of the patented rice straw-based medium density fiberboard (MDF) process while assessing alternate straw management and utilization methods after open field burning started to become restricted in California in 1991. Jerry holds a B.S. in Agricultural Science from Chico State. He is uncertain why his wife Barbara of 35 years remains married to him after the wild CalPlant ride, and they celebrate 3 adult children, Fielding, Alyse and Haley.



Phil Feser, Director of Recruiting, Marketing & E-Commerce, RUSH Personnel Services, Inc.

Phil began his staffing career following several years in broadcasting with Viacom International where he was the Director for Commercial Continuity and Production writing, creating and producing content for Viacom’s flagship LA station Star 98.7 FM. The staffing industry welcomed him after the Northridge Earthquake and he never looked back, establishing himself with corporate offices of Norrell Services (now Spherion) in LA, Canoga Park, Pasadena and then to Northern California. Starting at Rush in 1997, Phil came on board as an Outside Sales Rep and quickly grew into his corporate position where he wears many hats including recruiting, marketing, media, advertising as well as community liaison for local and state agencies, schools and community outreach.



Duncan Young, President, Associated Students California State University, Chico

Duncan Young is a fourth-year Economics student from Livermore, California. His goal as Associated Students President is to empower students to speak out on issues that are important to them and leverage the student body’s passion to create real change on campus, in the community, and in the workforce.



Panel 2: Best Practices & Successes Across Industry Sectors

Wendy Zantonelli, CEO, Smart Business Resource Center

Born and raised in the Redding area, Wendy has held various executive leadership positions throughout California, including Vice President of a commercial bank, Chief Operating Officer of a credit union, CEO of United Way of Northern California, and Vice President of branches for Golden 1 Credit Union, leading 72 branches across California. She joined the Smart Business Resource Center in 2019.



Trish Kelley, Managing Director, Valley Vision

Trish joined Valley Vision in 2014 as managing director after several years as a consultant to the organization. She oversees Valley Vision's food and ag economy, 21st century workforce, and broadband strategies. Trish's vast regional and statewide networks greatly contribute to the growth and vitality of the region. An effective grant writer, Trish helped the region win a coveted federal designation as a food and beverage manufacturing community. Before coming to Valley Vision, she led several flagship initiatives—including regional-state partnerships—on industry cluster and workforce development, rural policy, infrastructure, and sustainability indicators, including California's first-ever, region-based indicator report for the California Strategic Growth Council.



Nathan Johnston, Entrepreneur and Founder of Pusher, Inc.

Nathan's career has spanned engineering software at Apple, launching an education initiative in Hong Kong, founding a design agency in rural Northern California, and serving as the CTO for a tech startup and as the founding Executive Director for an impact-driven private family foundation. Nathan is passionate about acting as a catalyst for others through work as a business and non-profit consultant and coach. When it comes to his home of Siskiyou County, he is always looking for ideas to incubate that support the development of skills and curiosity among young people and opportunities to increase the livability, sustainability and resilience of rural places.



Araceli Gutierrez Renteria

Coaching & Business Consultant

Born and raised in Tehama County, Gutierrez is passionate about helping the North State workforce as a coach and business consultant. She currently hosts “The Sophisticates Show” on Stereo Salvaje radio where she shares information to the Hispanic bilingual audience. The show has more than 17M downloads through various Apps. Her skills and training in digital marketing & coaching, social media, technical assistance, marketing and program management allow her to connect with North State businesses to promote available business services in an effort to create and maintain a strong, vibrant workforce.



Luis Moreno, Assistant Director

3Core, Inc.

Luis Moreno is the Assistant Director at 3CORE, an Economic Development District serving Butte, Glenn and Tehama Counties. Luis joined the team in 2020 to help develop a Business Resource Liaison Program with the goal of creating a vast network of resources and support programs to meet the needs of the local business community. Luis’ extensive knowledge of business services comes from operating workforce development programs for over 22 years in the North State. Luis is a board member of the newly formed North State Hispanic Chamber of Commerce and uses his experience to advance the chamber’s mission of connecting with small businesses to provide education, resources, and networking opportunities in both Spanish and English. These outreach efforts have made it possible to establish relationships with businesses not connected to traditional methods of communications due to language, cultural and technology barriers.



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